

**APPARATUS AND METHOD FOR APPLYING  
AN ELONGATE MEMBER TO A SUBSTRATE**

**ABSTRACT OF THE DISCLOSURE**

5 In an apparatus and method for applying an elongate member to a substrate, an elongate member is fed to a guide capable of guiding the elongate member onto a substrate moving in a flow direction thereof. The guide is supported by a guide assembly for conjoint lateral movement therewith relative to the flow direction of the substrate. The guide assembly is moved lateral to the flow direction of the substrate to guide the elongate member onto the substrate along a securement path, at least a portion of which is generally oblique to the flow direction of the substrate. The guide is moved relative to the guide assembly, generally laterally relative to the flow direction of the substrate, to vary the transverse position of the elongate member within the securement path as it is guided onto the substrate. The elongate member is then secured to the substrate.